

Message Text

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ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 AGRE-00 STR-07 SIG-03
MMO-01 AID-05 CEA-01 CIAE-00 FRB-03 INR-10
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FM SECSTATE WASHDC
TO AMEMBASSY BRUSSELS
AMEMBASSY COPENHAGEN
AMEMBASSY BONN
AMEMBASSY DUBLIN
AMEMBASSY LONDON
AMEMBASSY LUXEMBOURG
AMEMBASSY PARIS
AMEMBASSY ROME
AMEMBASSY THE HAGUE

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USEEC ALSO FOR ACTION; BRUSSELS FOR INFO

E.O. 11652:N/A

TAGS: BE

SUBJECT: EC DIRECTIVE ON STANDARDS OF FILL FOR BEER CON-
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TAINERS

REF: (A) STATE 186807, (B) BRUSSELS 16485

1. EC COUNCIL DIRECTIVE 75/106/EEC, AS AMENDED, OF 19
DECEMBER 1974 ON THE PACKAGING OF LIQUIDS PERMITS THE
MEMBER STATES TO EXCLUDE THE METRIC EQUIVALENTS OF US 10

AND 12 OUNCE BEER CONTAINERS AFTER 31 DECEMBER 1980. WE ARE CONCERNED THAT THIS MAY DIMINISH OR PRECLUDE SALES BY US BREWERS IN THE COMMUNITY AFTER 1980.

2. THE .35 LITER FILL SIZE (12 OZ. EQUIVALENT) IS CURRENTLY THE MOST POPULAR SIZE BEER CONTAINER USED IN WORLD TRADE BY A FACTOR OF ALMOST 15 TO 1. US EXPORTS OF BEER TO THE COMMUNITY ARE RELATIVELY SMALL, 142 THOUSAND DOLLARS FAS IN 1977, WHILE EC EXPORTS TO THE US AMOUNTED TO 127.9 MILLION DOLLARS FAS IN 1977. BECAUSE OF THE LOW VOLUME OF OUR EXPORT TRADE, US BREWERS CURRENTLY FIND IT ECONOMICALLY PROHIBITIVE TO PRODUCE SPECIAL SIZES EXCLUSIVELY FOR THE EUROPEAN MARKET. THIS WOULD BE ALSO THE CASE AFTER 1980. WE ARE THEREFORE CONCERNED THAT ACTIONS TAKEN BY SOME MEMBER STATES AS PERMITTED UNDER THE DIRECTIVE WOULD EXCLUDE

US BEER EXPORTS AT A TIME WHEN MTN PARTICIPANTS ARE SEEKING TO REDUCE TRADE BARRIERS AND TO DEVELOP A UNIFORM CODE OF STANDARDS.

3. OUR APPROACHES TO THE COMMISSION TO DATE HAVE BEEN UNSUCCESSFUL AND COMMISSION APPEARS RELUCTANT TO AGREE TO AMEND CURRENT DIRECTIVE SO AS TO PLACE US CONTAINER SIZES ON THE LIST OF SIZES GUARANTEED ACCESS TO THE COMMUNITY AFTER 1980, (COLUMN 1 - DEFINITELY ALLOWED), A STEP WHICH WOULD RESOLVE OUR POTENTIAL PROBLEM.
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4. ADDRESSEE POSTS SHOULD APPROACH APPROPRIATE HOST GOVERNMENT OFFICIALS AND DRAWING ON THE ABOVE SEEK THEIR SUPPORT IN PERSUADING COMMISSION TO INCLUDE IN AMENDMENT (B) SCHEDULED TO BE PRESENTED TO THE COUNCIL A PROVISION SHIFTING THE METRIC EQUIVALENTS OF THE 10 AND 12 OUNCE SIZES TO COLUMN 1 IN DIRECTIVE 75/106/EEC. AS A MINIMUM, US BREWERS WISH TO MAINTAIN ASSURED ACCESS FOR THE .35 LITER (12 OUNCE) SIZE. POSTS MAY WISH TO NOTE THAT US HAS SOUGHT TO PREVENT ANY DISRUPTION IN EC BREWERS' ACCESS TO US MARKETS. ONLY RECENTLY USG SUCCESSFULLY INTERVENED WITH THE STATE OF PENNSYLVANIA ALCOHOLIC BEVERAGE AUTHORITIES WHEN AN ATTEMPT WAS MADE TO EXCLUDE CERTAIN IMPORTED SIZE BEER CONTAINERS FROM CIRCULATION IN THAT STATE.

5. FOR USEC: MISSION SHOULD INFORM COMMISSION OF OUR CONTINUED CONCERN OVER THIS POTENTIAL PROBLEM AND NOTE THAT WE ARE DISCUSSING THE MATTER REGARDING BEER CONTAINER SIZES WITH THE MEMBER STATES. IN ADDITION TO THIS PROBLEM OF BEER CONTAINERS, WE ARE ALSO CONCERNED THAT SEVERAL SIZES OF CONTAINERS USED BY U.S. EXPORTERS OF FRUIT AND VEGETABLE JUICES MAY SIMILARLY BE EXCLUDED FROM THE EC MAR-

KET AFTER 1980 UNDER THE PROVISIONS OF DIRECTIVE 75/106/
EEC. THE SIZES OF GREATEST CONCERN TO THE NATIONAL CAN-
NERS' ASSOCIATION, WHICH HAS REQUESTED OUR ASSISTANCE IN
THIS MATTER, ARE IN DESCENDING ORDER OF IMPORTANCE (1) THE
.18 LITER (6 OZ SIZE), (2) .35 LITER (12 OZ SIZE), (3)
1.36 LITER (46 OZ SIZE). THE ASSOCIATION INFORMED US THAT
ALL THREE SIZES ARE CURRENTLY IN CIRCULATION IN THE COMMU-
NITY AND USED BY EUROPEAN CANNERS. ALTHOUGH IT WAS UNABLE
TO PROVIDE FIGURES FOR U.S. EXPORTS BY CAN SIZE, THE ASSO-
CIATION ASSIGNS HIGHEST PRIORITY TO HAVING ASSURED ACCESS
FOR THE .18 LITER SIZE AND AGREES THAT OUR EFFORTS BE CON-
CENTRATED ON THIS SIZE. WITH THESE PRIORITIES IN MIND,
MISSION SHOULD URGE COMMISSION TO ADD THESE SIZES TO THE
LIST GUARANTEED ACCESS TO THE COMMUNITY AFTER 1980 (COLUMN
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1). U.S. EXPORTS OF FRUIT AND VEGETABLE JUICES TO THE EC
IN 1976 TOTALED \$5.3 MILLION. VANCE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: CONTAINERIZATION, ALCOHOLIC BEVERAGES, FOOD & DRUG REGULATIONS
Control Number: n/a
Copy: SINGLE
Draft Date: 24 mar 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 20 Mar 2014
Disposition Event:
Disposition History: n/a
Disposition Reason:
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Handling Restrictions: n/a
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Legacy Key: link1978/newtext/t19780327/aaaaawxk.tel
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Litigation Codes:
Litigation History:
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